

## DRIVERS OF INTENTIONS TO PURCHASE SHRIMP PRODUCTS IN SWITZERLAND

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**Abstract:** *The drivers of intention to purchase towards local shrimps products in Switzerland was conducted to examine the relationship between variables; attitude towards local shrimp consumption, attitude towards supporting local agri-business, consumer ethnocentrism, subjective norms, and intention to purchase. In this study, Theory of Reasoned Action (TRA) was applied. One hundred of respondents were asked to complete the questionnaire. Then, the process of analyzing the data was taken. All six hypotheses were tested by Pearson Correlation method and found that all hypotheses were supported. The strongest factor was found to be subjective norms on attitudes towards consuming local shrimp products. The consumers that have been positively influenced by people are more likely to have a good attitude about the products, which leads to the decision to purchase the products in the future. In addition, the positive attitude towards consuming local shrimp products is supported by attitude towards supporting local agribusiness, ethnocentric tendencies, and subjective norms. Therefore, the research also gave some useful suggestions for those who interested in.*

**Keywords:** *Biofloc, purchase intention, shrimp products, shrimp farming, local products, ethnocentric, attitudes*

### 1. INTRODUCTION

In the present days, people are more interested in their health more than before such as the food they consume or the products they use. This make the ecological trend grows up and spreads across the globe. Greenfish AG has realized that it could be an opportunity for the company to adopt new technology in producing fresh shrimps and vegetables in ecological way to serves the demand of consumers in Switzerland and to be a part to promote the awareness in good health for people. Now Greenfish AG is doing research and development in order to establish a new coming project, Biofloc shrimp farming, to produce fresh shrimps under Schlössli brand. Schlössli will provide a high quality and standardize products to the market with a high technology-drive production. Due to the geography, Switzerland is surrounded by five countries, which are Austria, Liechtenstein, France, Italy, and Germany (Bundesamt fur Statistik, 2009). From this reason, Switzerland has to import the shrimp products from other countries. Consequently, Greenfish AG now has a new technology called Biofloc to produce shrimps in Switzerland. In addition to antibiotics, shrimp farmers use large quantities of chemicals like pesticides and herbicides in their ponds which are cancer causing substances. Moreover, it found that Shrimp farming can destroy the environment. First of all, shrimp farming has proven to be fatal to fish. It routinely takes up to three pounds of wild-caught fish to feed and produce a single pound of farmed shrimp, which has caused fish populations to plummet. Secondly, shrimp farmers are destroying the world's mangroves at an unprecedented rate. Current reports claim that almost 40% of mangroves have been devastated to make room for shrimp ponds, and this damage is permanent. Third, according to a Yale University research paper, "The introduction of brackish-water shrimp aquaculture has, in turn, caused massive de-population and ecological

crisis throughout the region” of Bangladesh. Essentially, shrimp farming is making certain parts of the world completely uninhabitable.

### 1.1 Statement of problems

Even though the imported shrimps are more contaminated than the local shrimps produced by Biofloc technology of Greenfish AG, but this coming product is still not very well known among Swiss people. Thus, the researcher would like to conduct a study to benefit the company. This empirical study was conducted to investigate the drivers of intention to purchase local shrimp products in Switzerland in order to test the factors which can be related to the consumer behavior and to know that which determinants the company should focus on.

### 1.2 Objectives of the study

- 1) To test a relationship between attitude towards consuming local shrimp products and intentions to purchase local food.
- 2) To explore a correlation between attitude towards local agri-businesses and attitude towards consuming local shrimp products.
- 3) To study a relationship of attitude towards local agri-businesses and intentions to purchase local shrimp products consumption.
- 4) To investigate a correlation between consumer ethnocentrism and attitude towards consuming local shrimp products.

## 2. LITERATURE REVIEW

### 2.1 Attitude towards consuming local food

Verbeke and López (2005) stated that the attitude towards a product and consumer behavioral about intention to purchase are significant two factors used in many consumer behavior researches by researchers in food industry field. The behavioral intention used to estimate or test the attitude of a person towards something and the strength of intention to present a specific behavior (Fishbein and Ajzen, 1975). In addition, Çabuk et al. (2014) and Campbell (2013) stated that if consumers have more positive attitude towards local food consumption, they tend to have an intention to buy the local food products. Here is the hypothesis concerning about attitude and intention to purchase: **H1** Attitude towards consuming local shrimp products is positively related to intentions to purchase local shrimps products.

### 2.2 Attitudes towards supporting local agri-businesses

Hinrichs (2003) argued that local food production could create the local employments that help to encourage the economy condition and local livelihood. Weatherell et al. (2003) also suggested that there are more interesting factors that can be used to analyze the decision-making process of consumer about local food consumption, which might go beyond just the act of consuming, such as the benefits offered to consumers who are community-minded or ecological consumers. However, supporting local businesses might be a significant variable about consuming local shrimp products of people in Switzerland. Therefore, based on previous research about consumer behavior, here is the hypothesis concerning about attitude towards supporting local agri-business and attitude towards consuming local shrimp products: **H2** Attitude towards local agri-businesses is positively related to attitude towards consuming local shrimp products.

### 2.3 Purchase intention

Still, Hunt (2007) and Murdoch et al. (2000) argued that people who prefer to buy local food or products is because of they prefer direct interactions with local farmers or producers and make them feel more connected to local atmosphere. This can be a reason to make people want to

support local producers and motivate them to buy local products rather than the imported ones (Harris et al., 1989). Thus, the following hypothesis is defined: **H3** Attitude towards supporting local agri-businesses is positively related to intentions to purchase local shrimp products.

#### 2.4 Consumer ethnocentrism

Shimp and Sharma (1987) suggested that consumer ethnocentrism is the belief of individuals feeling that buying products from foreign countries is not proper and can cause the problem to the economy such as it can increase the unemployment rate. The consumers with ethnocentric thoughts are liable to think that purchasing products from foreign countries and damage the domestic economy, while non-ethnocentric consumers are not pay much attention whether the products are imported or made locally from their country. Thus, the following hypothesis is established: **H4** Consumer ethnocentrism is positively related to attitude towards consuming local shrimp products.

#### 2.5 Subjective norms

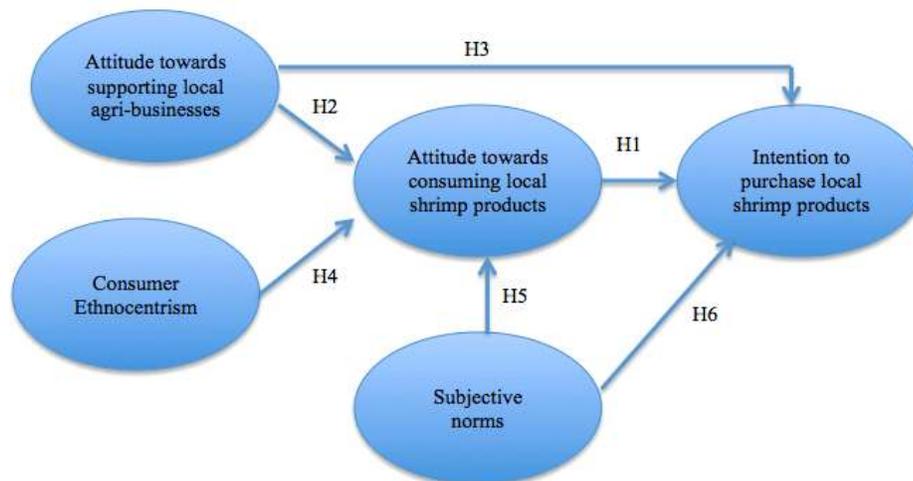
Based on the TRA, it is widely known that subjective norms are important and powerful factor to analyze about the consumer behavior topics. Ajzen (1985) pointed that subjective norm is the perception of individual towards social pressure in order to do or do not do some behaviors. Here is the hypothesis established to test the relationship of subjective norms towards attitude of consumers: **H5** Subjective norms are positively related to attitude towards consuming local shrimp products.

#### 2.6 Intention to purchase local products

Based on several researches such as impact of subjective norms on consumer shopping intentions, the behavior of unethical consumption (Chang, 1998), and purchase intention towards organic food products, claiming that there is a direct correlation between subjective norm and intention to purchase local food. Therefore, it is proposed the following hypothesis according to the impact of subjective norms and intention to purchase locally: **H6** Subjective norms are positively related to intention to purchase local shrimp products.

### 3. METHODOLOGY

According to related literature reviews and previous studies, the researcher modified the conceptual model to use in this research.



**Figure 1:** Modified conceptual framework of the research

In order to gathering the primary data, the questionnaire survey was employed. Five-point Likert scale was applied to measure the level of agreement of respondents. A hundred of respondents, who have bought shrimp product, were asked to complete the questionnaire. All validated data was analyzed by statistical software, SPSS.

In this study, a hundred of people living in Zurich, Switzerland are the research respondents. The respondents who have bought the shrimps to cook at least one time will be asked to complete a survey. However, the researcher has a small gift for each respondent in return for his or her time to answer the questionnaire. There are five hypotheses using to measure the relationships between each antecedents including attitude towards consuming local food, attitude towards supporting local agri-business, consumer ethnocentrism, subjective norms and intention to purchase local food. All of hypotheses were tested by Pearson Coefficient Correlation (Bivariate).

#### 4. RESULTS AND ANALYSIS

**Table 1:** Summary of hypotheses testing using Pearson Correlation Coefficient (Bivariate)

Hypotheses	Significant value	Correlation Coefficient	Testing result
H1 Attitude towards consuming local shrimp products is positively related to intentions to purchase local food.	.000	.661	Supported
H2 Attitude towards local agri-businesses is positively related to attitude towards consuming local shrimp products.	.011	.253	Supported
H3 Attitude towards local agri-businesses is positively related to intentions to purchase local shrimp products consumption.	.008	.265	Supported
H4 Consumer ethnocentrism is positively related to attitude towards consuming local shrimp products.	.000	.644	Supported
H5 Subjective norms are positively related to attitude towards consuming local shrimp products.	.000	.725	Supported
H6 Subjective norms are positively related to intentions to purchase local shrimp products.	.000	.652	Supported

**Hypothesis 1:** This is stated that the positive attitude of consumers on locally consumption is a very significant driver on purchase behavior of local shrimp products as Campbell (2013) defined in their previous researches which illustrated that positive attitude on local product is highly estimate the buying behavior of consumers towards local foods. Moreover, the finding was also supported by Bianchi and Mortimer (2015) who demonstrated that the attitudes are remained consistent in their cross-culture study.

**Hypothesis 2:** This can be implied that this factor still has the impact on consuming the products but the strength is not too high because Swiss people might think that, based on geographic of the country, there is hardly find fresh shrimps or other seafood products in Switzerland so the

belief on supporting local agri-business is not impact the shrimp product that much. Hence, if in the future, there is a study about attitude of supporting local agri-business and other products which are easily produce in Switzerland, the finding might have stronger impact than shrimps products which are mostly imported.

**Hypothesis 3:** From the result, there was a weak impact on the relationship between two factors because, as already mentioned about the limitations such as geographic, the perceptions of Swiss people think that it is normal to import shrimps from outside the country which resulted in the weak impact on intention to purchase the products which produced by local farmers or businesses. However, if the company can increase the positive attitude of consumers about how important of supporting local agri-business and show that the company can produce good quality of products, the intention to purchase might be increase in the future.

**Hypothesis 4:** From the result, it described that consumers in Switzerland have a strong consumer ethnocentrism and this impacts the behavior of purchasing local food. Consumer ethnocentrism plays a significant role to reduce the intention to purchase foreign products and purchase more on local products and also supported by other researches in developed countries.

**Hypothesis 5:** Based on a very strong result, the respondents can be influenced by people in their social relationships to have good attitude about consuming products. Hence, it can be said that if the company promotes and makes the products widely known and bought by consumers, it seems like people will have good attitudes on the products. Due to their families, friends, or social influencers can affect their thoughts.

**Hypothesis 6:** Based on the result, it showed that consumers, who influenced by people such as families, friends, superstars, or influencers, would have high intention to purchase the products. In the other word, subjective norms are quite important drivers in this study and can affect the purchase behavior of local shrimps products in Switzerland.

**Table 2** Summary of demographic data in terms of frequency and percentage of all respondents

Factors	Frequency (f)	Percentage (%)
<b>Gender</b> - Female	68	68%
<b>Age</b> - 21-30 years old	49	49%
<b>Household income</b> - 12,000-14,000 CHF	25	25%
<b>Total</b>	100	100

As shown in Table 2, The female respondents are accounted for 68 people out of 100. According to the products of company which are shrimps, the consumers mostly females because females are likely to cook more than males. Next, 49% of respondents found to be 21-30 years old people. Lastly, considered from majority, 25% of respondents have the household income between 12,000-14,000 CHF per month.

## 5. CONCLUSION

In order to reach the high level of sales volume, actors concerning in this business (such as farmers, producers, retailers, government, and etc.) should raise the awareness and the improvement of positive attitude towards consuming local products by emphasizing the benefits of buying local, especially the company, such as promoting the quality of products about high

technology used to produce (Biofloc Technology) and point out the benefits on health conditions to appeal the consumers. Moreover, if the consumers tend to interest in buying local shrimps rather than imported shrimps, government might be help to support the producers and the retailers more than before because it can help to foster the economy of Switzerland. Additionally, the company can utilize the effective communication strategies to communicate with consumers to consider supporting local businesses and coordinates with supermarkets about the promotions of products fairly. This can give more opportunities for company to distribute the products widely. If the consumers can access to the products easily and available all year long, it might be encourage people to buy more. Therefore, influencers should be considered to help promote the new launched product too because the study showed that subjective norms are very important. The online marketing should be adopted as well to promote the products and promotions through social media like Facebook, Twitter, or Instagram. Together with preparing the distribution channels to support the demand of consumers such as provide the email ordering, phone ordering, and website ordering for consumers. Nevertheless, there are some limitations and recommendations for future research. First of all, due to the limited of time, this research was studied only 100 people. The future study should be evaluated in higher scale of respondents and study more on older people rather than teenagers who have less purchasing power to depict better results in developing marketing strategies for the company. This research was only conducted in Zurich in Switzerland, next research should be conducted in a variety of geographic areas for more effective results. Also, more survey methods can be added such as online survey, focus group, or interview to access more consumers' insights. Secondly, this research was only explored the antecedents based on conceptual framework. In future study, there should be more other interesting factors that have an impact or influence on the attitude towards local food consumption. For example, the social responsibility and ethical decision of consumers have been stated to affect the purchase behavior of consumers in the presents especially on organic products (Shaw et al., 2005). Finally, this research was studied based on the products of Greenfish AG, therefore in the future, it would be good to integrate and extend the research in a bigger scale based on local food or products, for instance, the awareness of ethical food or product, the concern of environmental welfare, the engagement of consumers and producers of local products.

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